

Total No. of printed pages = 6

4 (Sem-5) CRT

2022

**CUSTOMER RELATIONS AND RETAIL  
TRADE MANAGEMENT**

**(Management Major)**

Paper : 5.5

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks  
for the questions.

1. Answer the following questions as directed :

1×10=10

(a) Which of the following is not a modern and  
improved forms of retailing ?

(i) Dominos

(ii) Big Bazar

(iii) Hyper Market

(iv) Kirana Stores

(Choose the correct answer).

Contd.

(b) The marketing system in which almost all the members of distribution channel such as manufacturers, distributors, wholesalers and retailers work together to satisfy human needs and wants by ensuring smooth flow of goods and services to the ultimate consumers is known as

- (i) Franchising system
- (ii) Vertical marketing system
- (iii) Consumer co-operative store
- (iv) None of the above.

(Choose the correct answer).

(c) What is the full form of TCCP ?

(d) \_\_\_\_\_ is the ordering quantity that minimises both the cost of holding the inventory and carrying the inventory. (Fill up the blank).

(e) The E-marketing activities where marketers sell their products and services directly to the ultimate consumers using the internet is termed as —

- (i) C 2 C
- (ii) Internet marketing
- (iii) B 2 C
- (iv) All of the above

(Choose the correct answer).

(f) The codes in the form of black and white lines found on most of the products which is used to store and transmit product information is known as —

- (i) Unicode
- (ii) Bar code
- (iii) Attribute

(iv) Benchmarking

(Choose the correct answer).

(g) Which one of the following is a practice of customer delight ?

- (i) Flexible pricing
- (ii) Radio frequency identification system
- (iii) Cross selling
- (iv) Offering high level of satisfaction to the customers by providing the unexpected services.

(Choose the correct answer).



(h) A ——— customer will go to the store which offers the lowest possible price. (Fill in the blank from the following)

- (i) Price lining
- (ii) Loyal
- (iii) New
- (iv) Price-conscious

(i) Which of the following warehouses are used to store imported goods for which import duty is yet to be paid ?

- (i) Government warehouses
- (ii) Bonded warehouses
- (iii) Private warehouses
- (iv) Co-operative warehouses.

(j) Wal-Mart, the world's biggest retailer has tied up with Sunil Mittal's Bharti Enterprises for entering into Indian retail market. (State true or false).

2. Answer the following questions :  $2 \times 5 = 10$

- (i) What is loyalty programme ?
- (ii) Define catalogue retailer.

(iii) What is supply chain management ?

(iv) What is impulse buying ?

(v) What is convenience store ?

3. Write short notes on any *four* of the following :  
 $5 \times 4 = 20$

- (i) Four C's of CRM process
- (ii) Characteristics of direct selling format
- (iii) Impact of globalisation on retail industry
- (iv) Various CRM channels of customer interaction
- (v) Stages of customer acquisition process
- (vi) Barriers to E-marketing
- (vii) Importance of warehouse.

4. Explain the relationship between IT and CRM in modern business world. Also briefly discuss the role of data warehousing and data mining as IT oriented key element of CRM process.

$5 + 5 = 10$

Or

Discuss in detail the various key requirements for CRM solutions.

10

5. Why organisation lose their customers ? Explain. 10

Or

Explain the various strategies for building relationship with customers that are developed by an organisation. 10

6. Describe the various factors leading to high retail growth in India. Also state the major challenges faced by this sector. 6+4=10

Or

Explain the three basic tenets of retailing. 10

7. Explain the three essential parameters necessary for the successful tenant mix plan. 10

Or

Describe various objectives of Logistic Management. 10